

**UTAH OFFICE OF TOURISM**  
**2005-06 COOPERATIVE MARKETING PROGRAM**

**APPLICATION**

---

Please review the Cooperative Marketing Guidelines before starting to complete this Application. Provide complete answers to all questions. Your finished Application packet will include:

- This cover page
- Your narrative responses to the 13 questions
- Project budget
- List of names, addresses and affiliations of current board members
- Certified audit, or board-approved financial statement for most recently completed fiscal year
- Copy of current IRS tax-exempt determination letter
- Letters of support and financial commitment for match

Applications must be typed and submitted with one original and 15 copies, *3-hole punched*, and received by 4pm on April 7th. (Information is preferred on double-sided copies). Applicants are encouraged to submit applications early, as this will allow staff more time to review the applications and notify the applicant if something is missing. **Applications that are incomplete after the deadline will not be considered for funding.**

Date of Application: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Executive Director (if other than Primary Contact): \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Name of Joint Applicant (if any): \_\_\_\_\_

Federal Tax Identification Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

County: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Organization Website: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

**Authorization**

---

We hereby certify that the facts, figures, and representations made in this application, including all attachments, are true and correct to the best of our knowledge, and this application is made with the approval of the organization's board of directors.

---

Signature of Executive

Printed Name

Date

---

Signature of Board Chair

Printed Name

Date

**UTAH OFFICE OF TOURISM**  
**2005-06 COOPERATIVE MARKETING PROGRAM**

**Application Narrative Questions**

---

*We urge you to write clearly and succinctly. Please provide your responses in the same order as listed below.*

1. Are you currently receiving UOT funding for this project? If so, you are ineligible to receive cooperative marketing funds for this project.
2. Project Narrative: Briefly describe the activity for which support is requested. What are the primary goals and objectives of the project? Describe the need for the funding.
3. Describe how the funding will help increase out-of-state visitation. How important are out-of-state visitors to your events/sites? What is the percentage of out-of-state visitors currently to your events/sites?
4. Organizational Narrative: Describe your organizational structure (board, staff, members), including a summary of its background, purpose, objectives and experience in the area for which funds are sought.
5. Who will be the project contact? Briefly describe their related experience.
6. Long-Term Benefits: What are the long-term benefits of this project? Describe how this project is included in your non-profit's, community's and/or your region's marketing plan.
7. Links to Other Projects: How is this project linked to tourism planning, marketing efforts or other development efforts in your area?
8. Community Support: Demonstrate how the project has the support and involvement of the community. List partners, sponsors, volunteers and their contributions and/or activities.
9. Economic Development Focus: Does this project clearly target tourism development, promotion or marketing? In what ways is this project an integral part of economic development in your area?
10. Financial Need: Demonstrate your organization's financial need. How will the state funding leverage your expenditures?
11. Readiness to Proceed: What is your timeline? Are you ready to proceed? What else needs to be done in order to start on the project?
12. Measuring Success: How will you measure the success of this project, in the short-term and in the long-term? What will be measured? What information will be collected? Submission of a final progress report is required within 90 days of the completion of the project, event, season, etc. including a copy of your ads and promotional materials, as well as a report indicating the success of your project. UOT must receive the final report prior to paying the balance of the match. Preference will be given to measurables that will demonstrate increased expenditures in your area, i.e. visitor spending, number of room nights increased, number of out-of-state visitors, increase in Transient Room Tax, number of event tickets sold, etc.. The number of hits on your website is not a measurement of economic success.
13. What is the expected date of completion of your project, event, campaign, etc?

Submit application to: Attn: Utah Office of Tourism Cooperative Mktg. Program  
Leigh von der Esch, Director or Mike Deaver, Deputy Director  
Council Hall, 300 North State Street  
Salt Lake City, UT 84114 (801) 538-1900